



Docket No.: 69586-017

**PATENT****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of

TAI, ROLAND D.

Application No.: 09/610,216

Filed: July 05, 2000

: Customer Number: 20277

: Confirmation Number: 4737

: Group Art Unit: 3622

: Examiner: D. Lastra

For: FOR POINTS OF SALE: MATCH-CODE-RESPONSIVE, SELECTIVE, WHOLE-  
TRANSACTIONS-DATA CAPTURE METHOD, SYSTEMS AND APPARATUS

**POWER OF ATTORNEY FOR PATENT APPLICATION BY ASSIGNEE**

Assignee Advanced Marketing Systems, Inc., is the owner of the entire right, title and interest of the above-identified application, and any subsequently filed divisional, continuation, or reissue application, including international and foreign applications claiming priority thereto. The assignment is recorded at reel/frame: 012720/0659.

The undersigned Assignee hereby withdraws all prior power of attorney and hereby appoints the following attorney(s) and/or agent(s):

Lawrence T. Cullen, Reg. No. 44,489; Kenneth L. Cage, Reg. No. 26,151; Ramyar M. Farid, Reg. No. 46,692; Michael E. Fogarty, Reg. No. 36,139; and David M. Tennant, Reg. No. 48,3672, all of

McDERMOTT WILL & EMERY LLP  
600 13th Street, N.W.  
Washington, D. C. 20005-3096

Direct Telephone Calls to: Telephone 202.756.8000

with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith, and all future correspondence should be addressed to them at the above address.

Application No.: 09/610,216

The undersigned is authorized to sign on behalf of the Assignee.

Signature: Richard D. Toth

Name (typed): Richard D. Toth

Title: President

Assignee: ADVANCED MARKETING SYSTEMS, LLC

Date: 11/08/04



Docket No.: 69586-017

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of	:	Customer Number: 20277
TAI, ROLAND D.	:	Confirmation Number: 4737
Application No.: 09/610,216	:	Group Art Unit: 3622
Filed: July 05, 2000	:	Examiner: D. Lastra

For: FOR POINTS OF SALE: MATCH-CODE-RESPONSIVE, SELECTIVE, WHOLE-TRANSACTIONS-DATA CAPTURE METHOD, SYSTEMS AND APPARATUS

**CHANGE OF ADDRESS**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Please change the correspondence address for this application to:

Lawrence T. Cullen, Esq.  
McDermott, Will & Emery  
600 13th Street, N.W.  
Washington, D.C. 20005-3096

Respectfully submitted,

MCDERMOTT, WILL & EMERY

Lawrence T. Cullen  
Registration No. 44,489

600 13<sup>th</sup> Street, N.W.  
Washington, DC 20005-3096  
(202) 756-8000 LTC:cac  
Facsimile: (202) 756-8087  
**Date: November 12, 2004**